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CDC TRAVELERS' HEALTH BRANCH
COVID VACCINE & TRAVEL SUPPORT
SOCIAL MEDIA TOOLKIT

SENSIS

Overview

The goal of this toolkit is to provide education and prevention messages to those who are vaccine-hesitant at a time when they are thinking about and making decisions to travel.

To support, guide, and unify external partner efforts to amplify campaign messages, please explore our social media toolkit that provides suggested language, graphics, and shareable content for social media platforms.

All social content is intended to be posted between October 29, 2021 through November 23, 2021.

How to Use This Toolkit

Simply right click the images to download. All images are already sized for the specific platform. The copy samples below the images can be used for Twitter, Facebook, and Instagram posts. Keep in mind, however, that URLs do not become active links when used in a feed post on Instagram. If you would like to direct Instagram users to an external webpage, you can do so in a story post by using the call-to-action feature, which redirects users when they “swipe up.” Emojis can be added when posting directly on the social media sites or via a social media management platform. References to recommended emojis can be found on Slide 9.

Remember to:

- Tag @CDCTravelersHealth on Facebook, @CDCtravel on Twitter, and @cdcgov on Instagram
- Use the hashtag: **#TravelVaxxed**
- Link to [vaccines.gov](https://www.vaccines.gov) so your followers can learn more about COVID-19 vaccines.

Sample Post 1



Want to ditch the coats and sweaters? [Scarf emoji]
Travel safer! Before you pack your vacation flip flops [Flipflop emoji], don't forget to get a COVID-19 vaccine.
Your getaway from the cold is a just shot away! [Palm tree emoji] [Island emoji]
Visit vaccines.gov
#TravelVaxxed

Sample Post 2

HOLIDAY TRAVEL STARTER PACK



Going on a holiday trip? [Car emoji] [Plane emoji] [Train emoji]
No matter what your travel essentials are, get vaxxed before you go.
Showing off your favorite holiday sweater is a shot away.
Visit vaccines.gov to book your COVID-19 shot today!
#TravelVaxxed

Sample Post 1



Hoping to run into old friends when you go home for the holidays? [Smiley Face With Heart Eyes emoji]

Travel home safer by getting vaxxed before you go.
Reconnecting with your friends is just a shot away.
Visit vaccines.gov to book your COVID-19 shot today!
#TravelVaxxed

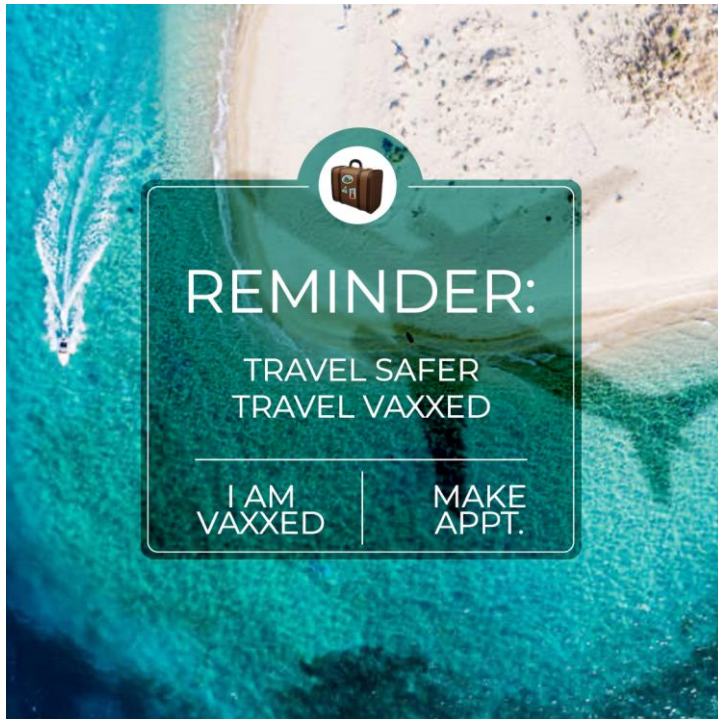
Sample Post 2



The view is better from the top. [Top arrow emoji] [Mountain emoji]
Get there safer by getting a COVID-19 vaccine before you travel.
Amazing views are just a shot away! [Smile with sunglasses emoji]
Visit vaccines.gov to book your COVID-19 shot today!
#TravelVaxxed

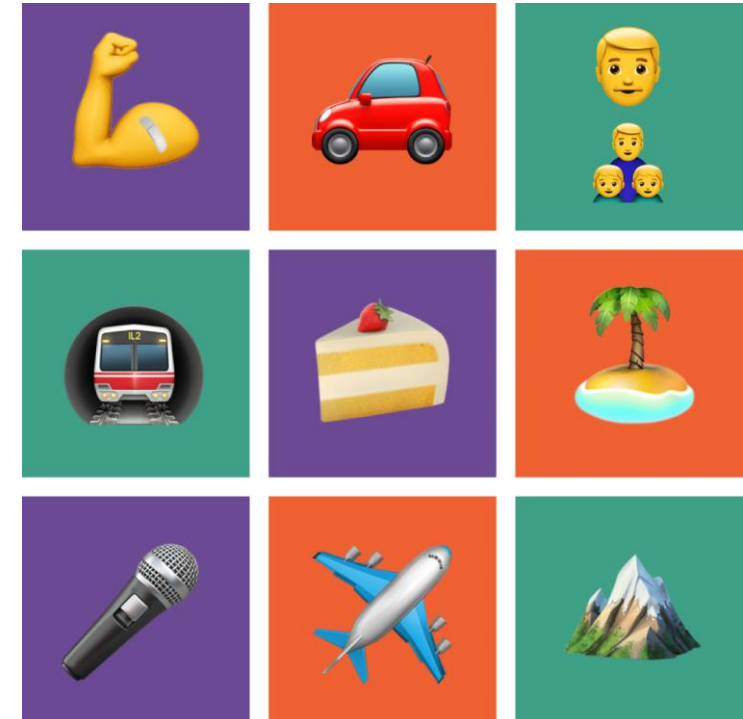
Instagram

Sample Post 1



Been putting off getting vaccinated?
Been putting off travel?
Get vaccinated and go places. [Plane emoji] [Globe emoji]
Visit vaccines.gov (link in bio) to find a free COVID-19 vaccine near you.
#TravelVaxxed

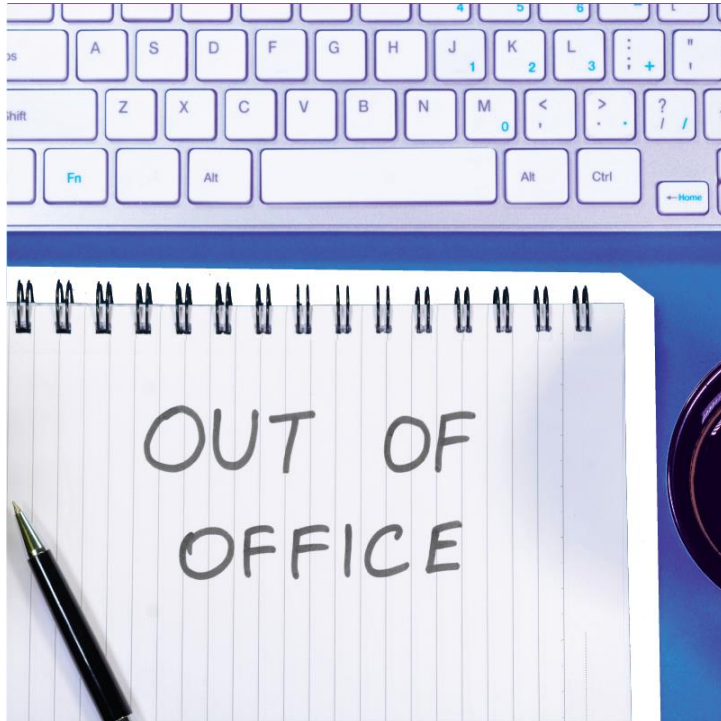
Sample Post 2



How many of these are you planning to check off this winter?
Whether you are visiting family or catching a concert, driving or flying, travel safer by getting vaxxed.

Winter travels are just a shot away!
Visit vaccines.gov (link in bio) book your COVID-19 shot today!
#TravelVaxxed

Sample Post 1



Traveling for the holidays is around the corner! [Globe emoji]
Travel safer and get a COVID-19 vaccine today.
Setting your OoO [Spiral Calendar emoji] reply is just a shot away.
Visit vaccines.gov to book your COVID-19 shot today!
#TravelVaxxed

Sample Post 2



#PumpkinPie time at home is almost here!
Travel safer to see the FAM by getting vaxxed before you go.
Your favorite pie is just a shot away!
Visit vaccines.gov to book your COVID-19 shot today!
#TravelVaxxed

Sizing

- Facebook Images: 1080x1080
 - Twitter Images: 1200x675
 - Instagram Images: 1080x1080
 - Linkedin Images: 1080x1080
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- All images should already be sized to meet these requirements.

Emojis for Reference

Below illustrates the emoji we would like for you to select:

- Scarf: 🧣
- Flipflop: 🩴
- Car: 🚗
- Train: 🚂
- Palm Tree: 🌴
- Island: 🏝️
- Smiley Face with Heart Eyes: 😍
- Top Arrow: ⬆️
- Mountain: 🏔️
- Smile with Sunglasses: 😎
- Plane: ✈️
- Globe: 🌐
- Spiral Calendar: 📅